



Date: June 17, 2025

To,
BSE Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai – 400001
Scrip Code: 544256

To,
National Stock Exchange of India Limited,
Exchange Plaza, C-1, Block-G, BKC,
Bandra (East), Mumbai – 400051
Symbol: PNGJL

Subject: Intimation of Press Release

Dear Sir/ Madam,

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed a copy of the Press Release titled “PNG Jewellers Taps into High-Growth Lightweight Jewellery Segment with New Brand ‘Lifestyle’.”

The intimation shall also be made available on the website of the Company at www.pngjewellers.com.

Kindly take the same into your records.

Thanking You,
Yours Sincerely,
For **P N Gadgil Jewellers Limited**

Prakhar Gupta
Company Secretary & Compliance Officer

P N Gadgil Jewellers Limited
(Formerly known as P N Gadgil Jewellers Pvt. Ltd.)

Registered Office.: PNG House, 694, Narayan Peth, Kunte Chowk, Laxmi Road, Pune, - 411030. Maharashtra, India.

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INDIA | USA





PNG Jewellers Taps into High-Growth Lightweight Jewellery Segment with New Brand 'Lifestyle'

Pune, 17th June 2025: PNG Jewellers, one of India's most trusted jewellery houses with a legacy spanning over 192 years, proudly announced the launch of its contemporary sub-brand *Lifestyle by PNG* in Pune today. The launch marks a significant step in PNG's evolution as it connects with the next generation of jewellery buyers through lightweight, design-forward fine jewellery for everyday wear.

Crafted in 18K and 22K gold, Lifestyle is tailored for the modern, style-conscious woman aged 25–40, someone who chooses jewellery not just for tradition or gifting, but as an extension of her style. From work meetings and casual outings to pre-festive get-togethers and micro-celebrations, Lifestyle offers versatile, minimalist pieces that blend sophistication with ease. Lifestyle will launch two stores, one each at Kharadi and Wakad in Pune on 22 June 2025, to be inaugurated by celebrated actress Sai Tamhankar.

The lightweight fine jewellery market in India has witnessed a strong upward trajectory, driven by rising gold prices, the evolving role of women as primary jewellery buyers, and a growing desire for practical, design-rich pieces that suit contemporary lifestyles. With the 14K and 18K gold segment now accounting for a significant share of daily-wear jewellery purchases, brands that deliver authenticity, affordability, and digital convenience are set to lead this transformation. *Lifestyle by PNG* enters this high-growth category with a sharp, emotionally resonant positioning and an ambitious multi-channel rollout plan.

"With Lifestyle, we're responding to a clear shift in how younger consumers engage with jewellery," said **Dr. Saurabh Gadgil**, Chairman and Managing Director, PNG Jewellers. *"The demand for versatile, lightweight pieces is no longer niche; it is a growing segment driven by women who view jewellery as part of their everyday identity, not just something reserved for special occasions. This category holds immense potential, especially in urban and semi-urban India, where gold buyers are evolving rapidly. We aim to build Lifestyle into a trusted name in this space, where authenticity, design, and everyday relevance come together seamlessly."*

"Lifestyle is light, but we take our design seriously," added Mr. **Hemant Chavaan**, Head- Marketing, E-commerce, CRM, and CSR, PNG and Lifestyle. *"We're bridging the gap between ceremonial jewellery and everyday wear, making premium gold and diamond pieces more accessible and relevant. Every Lifestyle piece is designed to move with you, match your pace, and make a statement, quietly and confidently."*

The brand's retail roadmap includes the launch of 12 standalone Lifestyle stores across Maharashtra in FY 2025–26, including five company-owned stores and seven franchise stores. By 2030, *Lifestyle by PNG* plans to scale to 100 stores across India including franchisee stores. Seamlessly integrated with PNG's e-commerce platform, customers can also browse and purchase Lifestyle collections online at www.pngjewellers.com, with phased digital access to store-exclusive products and real-time inventory visibility.



About Lifestyle by PNG

Lifestyle by PNG is a contemporary sub-brand by PNG Jewellers, crafted for the modern Indian woman who seeks jewellery that complements her everyday life. Designed in real 18K and 22K gold, Lifestyle offers lightweight, minimalist pieces that are high on style, comfort, and versatility, from boardroom to brunch. With a focus on self-expression, digital integration, and design authenticity, Lifestyle redefines what everyday fine jewellery can be. Backed by PNG's legacy of purity and trust, the brand aspires to make daily adornment more personal, more stylish, and more relevant than ever.

About PNG Jewellers

PNG Jewellers is one of the most reputed jewellers in the country, with over 192 years of excellence in creativity and trusted service for customers all over the world. Under the leadership of Dr. Saurabh Gadgil, a visionary entrepreneur, PNG Jewellers continues to evolve as a globally relevant brand while staying rooted in its heritage of purity, trust, and craftsmanship.

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